

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Indonesia is a great country with beautiful natural wealth. The abundant diversity of natural attractions can make Indonesia to be a country so great to local tourist or foreign from other countries. Indonesia has 34 provinces, Riau as part of Indonesia. It's located in the central part of the island of Sumatra with its capital city Pekanbaru. This province is located in the middle of the east coast of Sumatra Island, which is along the coast of the Melaka Strait.

Riau has a beautiful natural wealth. Riau is a city that is very small with the Malay earth culture. The natural wealth and cultural diversity that you have are still very small. Riau has 12 districts, one of them is Bengkalis. The logo of Bengkalis is a terubuk fish and Bengkalis too is a little same with the Malaysia's people. Bengkalis Regency is one of the regencies in Riau Province. Bengkalis Regency has 11 subdistricts and the one of the most famous in Bengkalis city is a Bukit Batu subdistricts.

Bukit Batu is a beautiful beautiful nature, and have a many tourism object. The capital city of Bukit Batu is Sungai Pakning. That subdistrict is known to be strategic location because the located in the cross lane of the Malacca Strait and the center of the district and city industrial centers. Bukit Batu is not have a tourism object, its have too culinary and its so delicious. But, the tourism object in Bukit Batu is not well known to outsiders.

Therefore, to unveil tourism object at Bukit Batu subdistrict to be more popular, it is needed to promote it. There are many ways to promote this tourist attraction. One of the best ways is to create a Profile book. Profile book is an interactive for sharing information, this can help the

local and foreign tourists to have a information and knowledge about tourism in Indonesia.

This profile book is expected to provide information about exciting tourist can find out information about natural tourism objects at Bukit Batusubdistrictas a tourist destinations in Bengkalis Regency. Based on the background above this study is focused in The Making of Profile Book of Natural Tourism at Bukit BatuSubdistrict.

1.2 Formulation of the Problem

What are the processes of the making profile book of natural tourism objects at Bukit Batu Subdistrict?

1.3 Limitation of the Problem

In appertain with this background, the authors need to limit the problems in this study, namely regarding the existing tourist objects in the Bukit Batu Subdistrict, Bengkalis district, Riau province.

1.4 Purpose of the Study

From the formulation of the problems that have been stated above, assumptions this research is:

- 1.4.1** To explain tourism objects in Bukit Batu District, BengkalisRegency .
- 1.4.2** To make the tourism object become a tourist attraction that is visited by many visitors.

1.5 Significance of the Study

There are some significances for Tourism Office of Bengkalis Regency, Local Community, and International Community:

1.5.1 Significances for Tourism Office of Bengkalis Regency

- a. This profile book is expected to help Tourism Office of Bengkalis Regency in promoting tourism object in Bukit Batu Sub district to the local community and International community.
- b. Tourism Office of Bengkalis Regency can increase their book promotional about tourism object at Bukit Batu sub district in Bengkalis Regency.

1.5.2 Significances for Local Community

- a. This book can be a medium for local community in increasing their insights about tourism at Bukit Batu subdistrict.
- b. This book can help local community in increasing their economy through promoting the tourism object of BukitBatu district to International community.

1.5.3 Significances for International Community

- a. Through this book, International community can get the information about Tourism object at Bukit Batu Subdistrict.
- b. Through this book, International community can increase their insight about the tourism object in Indonesia especially Tourism at Bukit Batu Subdistrict.